GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Panchyat Raj and Rural Development Department – YSR Cheyutha Scheme – Standard Operating Procedures (SOP) and User Manual on implementation of YSR Cheyutha for promoting livelihood activities to women on the Surveillance, Information Response and Analysis (SIRA) – Adoption - Orders – Issued.

PANCHAYAT RAJ AND RURAL DEVELOPMENT (RD.IV) DEPARTMENT

G.O.Ms.No.15 **Dated:23/03/2023**

Read the following:-

1. G.O.Ms.No.636 dated 12.06.2020 of the PR&RD (RD.) Dept.
2. Memo No.1168432/RD.I/A1/2020, dated 21.06.2020.
3. G.O.Ms.No.648 PR&RD (RD.I) Dept., dated 11.08.2022
4. Memo No.1409631/RD.I/A1/2021-2, dated 06.06.2021.
5. Meeting conducted on Developing Consisting Rhythms by the Chief Secretary on 03.08.2022.
6. File received from the CEO, SERP, Vijayawada, e-file No.1834938, dt:09.09.2022.

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ORDER :

Government is committed to the welfare and development of all the segments of the society and implementing various welfare programmes to benefit the poor in the State through "NAVARATNALU". As part of the economic empowerment of women, the Government is implementing a scheme called "YSR Cheyutha" to extend financial assistance to the women belongs to BC, SC, ST and Minority communities who are in the age group of 45 to 60 years through various Corporations.

2. Government have issued orders for adopting the "Standard Operating Procedure" for implementation of YSR Cheyutha Scheme, vide reference 1st, 2nd & 4th read above.

3. A meeting has been conducted by the Chief Secretary, Government of Andhra Pradesh regarding development of "Consistent Rhythms" based on the Surveillance, Information Response and Analysis (SIRA) framework by respective departments i.e. Health, Arogyasri, Urban Development –Sanitation, Industries –MSME, Revenue, Handlooms & Handicrafts, SERP &MEPMA and Revenue Disaster Management Department for local level integrated Real time monitoring by all departments.

4. The Standard Operating Procedures (SOP) prepared by the Society for Elimination of Rural Poverty (SERP) describes the departmental activities undertaken at various administrative levels. The SOP also includes all livelihood promotions with different activities of the YSR Cheyutha beneficiaries in the State before receipt of YSR Cheyutha benefit and after receipt of YSR Cheyutha benefit. The defined SOP also reflects the department efforts in establishing co-ordination among various Multinational companies and SERP cum District, Mandal and Village level during various phases for promoting sustainable livelihood activities under YSR Cheyutha Scheme.

5. Under the consistent Rhythm of Digitalization, SERP has also developed YSR Cheyutha-Aasara Livelihoods App and Real time Monitoring System App that will ensure the real time flow of information at various administrative levels during the time of livelihood promotion. The YSR Cheyutha-Aasara Livelihoods APP formalizes the process of activities, reporting, ground level resource and data of the beneficiaries. For the purpose of using YSR Cheyutha-Aasara Livelihoods APP, the SERP has developed the User Manual following which the users at various levels can make the best use of the YSR Cheyutha-Aasara Livelihoods APP system during the time of livelihood promotions and generate various level wise /Administrative control wise report.

6. After careful examination of the above, Government hereby issue orders adopting the "Standard Operating Procedure document for "Consistent Rhythms" and "YSR Cheyutha-Aasara Livelihoods APP User Manual" based on the Surveillance, Information Response and Analysis (SIRA) as annexed to this order. All the concerned at State, District, Mandal and Village level shall follow the procedures / actions listed in the adopted "SOP" Document scrupulously.

7. The Chief Executive Officer, Society for Elimination of Rural Poverty, A.P., Vijayawada shall take necessary action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B. RAJSEKHAR I.A.S
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Chief Executive Officer, SERP, A.P., Vijayawada.
All Departments of the Secretariat.
All District Collectors of Andhra Pradesh.
The Managing Director, AP Backward Classes Co-operative Finance Corporation Ltd., Vijayawada.

The Managing Director, AP Scheduled Tribes Cooperative Finance Corporation Ltd., Vijayawada.
The Managing Director, AP State Minority Finance Corporation Ltd., Vijayawada.
The PS to Dy. Chief Minister (PR & RD) Department.
The PS to Minister, Social Welfare Department.
The PS to Minister, BC Welfare Department.
The PS to Minister, Tribal Welfare Department.
The PS to Minister Minority Welfare Department.
The Ps to Secretary to CM.
The PS to Secretary, Social Welfare Department.
The PS to Special Chief Secretary, BC Welfare Department.
The PS to Secretary, Tribal Welfare Department.
The Ps to Principal Secretary, Minority Welfare Department.
PS to Spl. Chief Secretary to Government, PR&RD.
The Finance (FMU.PR&RD, RWS) Department.
The PAO, A.P.,Vijayawada.
The Accountant General, A.P. Hyderabad.

//FORWARDED::BY ORDER//

SECTION OFFICER.

SERP - AP

YSR CHEYUTHA – AASARA LIVELIHOODS

SOP: Sustainable Livelihood promotion

Level	Activity	Surveillance	Information	Response	Analysis
State Level	Promotion of sustainable Livelihoods to YSR Cheyutha – AasaraBeneficiaries	Monitoring the Livelihood Promoting beneficiaries regularly.	Orientation on Livelihoods promotion activities to all the district functionaries	Conducting State level workshop to promote YSR Cheyutha – AasaraLivelihoods in collaboration with MoU Partners.	Identifying the gaps in the livelihood promotion, ensure all the identified livelihoods are grounded
District Level	Promotion of sustainable Livelihoods to YSR Cheyutha – Aasara Beneficiaries	Monitoring and motivate the Livelihood Promoting units beneficiaries regularly.	Conducting awareness meetings to the Mandal Level staff and Cheyutha – Aasara Beneficiaries.	Conduct District Level workshop to promote YSR Cheyutha – Aasara Livelihoods to the eligible beneficiaries in collaboration with MoU Partners.	Ensure District Level action plan to promote Livelihoods to the willing beneficiaries.
Mandal Level	Promotion of sustainable Livelihoods to YSR Cheyutha – Aasara Beneficiaries	Visit the Livelihood promoted beneficiaries Houses Periodically ensure the grounding of the livelihood activity.	Conducting awareness meetings to Cheyutha – Aasara Livelihood Beneficiaries.	Verify all the eligible willing beneficiaries ensure grounding of the Livelihoods activities	Ensure Mandal Level action plan to promote Livelihoods to the willing beneficiaries.
Village Level	Promotion of sustainable Livelihoods to YSR Cheyutha – Aasara Beneficiaries	Visit the Houses of the Cheyutha – Aasara Livelihood Promoted willing beneficiaries.	Collecting information pertaining to livelihood activities	Continuation and sustainability of the activities. Tapping the funds from Cheyutha – Aasara and Thrift amounts	Taking forward the activity. Sales and income analysis

B. RAJSEKHAR I.A.S

SPECIAL CHIEF SECRETARY TO GOVERNMENT

SERP - AP

YSR CHEYUTHA – AASARA LIVELIHOODS

SOP: For Sanctioning the scheme - DBT

Level	Activity	Surveillance	Information HOD	Response	Analysis
State Level	Identification of eligible beneficiaries for sanctioning Cheyutha DBT Programme as per Scheme guidelines	Verify the Data in six step Validation cross check the data to ensure all the eligible beneficiaries should be enrolled in the Programme in more transparent way	Cross Check/Verify the data accuracy, eligibility/ ineligibility of the beneficiaries.	Orientation about the scheme to the District Level functionaries	Identify the gaps in final data received from the districts analysis all the eligible beneficiaries are enrolled in the programme.
District Level	Identification of eligible beneficiaries for sanctioning Cheyutha DBT Programmeasper Scheme guidelines	Verify whether all the eligible beneficiaries are enrolled in the Programme.	Collecting the data from the field cross check and verify all the eligible beneficiaries enrolled in the programme.	Conducting Mandal level workshops/ Orientation on the scheme to the Mandal level staff.	Analysing whether all the eligible beneficiaries are enrolled in the scheme.
Mandal Level	Identification of eligible beneficiaries for sanctioning Cheyutha DBT Programme as per Scheme guidelines	Ensure all the eligible beneficiaries are enrolled	Verify and cross check the data received from the village level	Conducting Village level workshops and awareness on the scheme to the Village level staff.	Analysing whether all the eligible beneficiaries are enrolled in the scheme.
Village Level	Identification of eligible beneficiaries for sanctioning Cheyutha DBT Programme as per Scheme guidelines	Conducting House to House Survey to indentify eligible beneficiaries	Prepare list of all eligible beneficiaries and update in the APP.	Creating awareness about the scheme and explain how it is useful to promote livelihood activities.	Analysing whether all the eligible 45 to 60 years age group beneficiaries are enrolled in the programme.

B. RAJSEKHAR I.A.S

SPECIAL CHIEF SECRETARY TO GOVERNMENT

Government of Andhra Pradesh

Department of Rural Development

Society for Elimination of Rural Poverty

YSR Cheyutha - Aasara Livelihoods App

Real time monitoring system

App Help Document

Version	Date of Release	Originator	Description
ver-1.2	27-07-2022	PROGMENT	New Version Released to Field

YSR Cheyutha - Aasara Livelihoods App Ver-1.2 Help Document

A. Introductions
B. Login screen
C. Home screen
   i. Activity selection
   ii. Grounding Details
      1) Retail
      2) Textile
      3) Dairy
      4) Sheep & Goat
      5) Backyard Poultry
      6) Food Products
      7) Agriculture Based Products
      8) Other Livelihood Activities

iii. Sales Details
1) Retail
2) Textile
3) Dairy
4) Sheep & Goat
5) Backyard Poultry
6) Food Products
7) Agriculture Based Products
8) Other Livelihood Activities

D. App Related Reports

Abbreviations:

VOA: Village Organization Assistant

CC: Community Coordinator

A. Introduction:

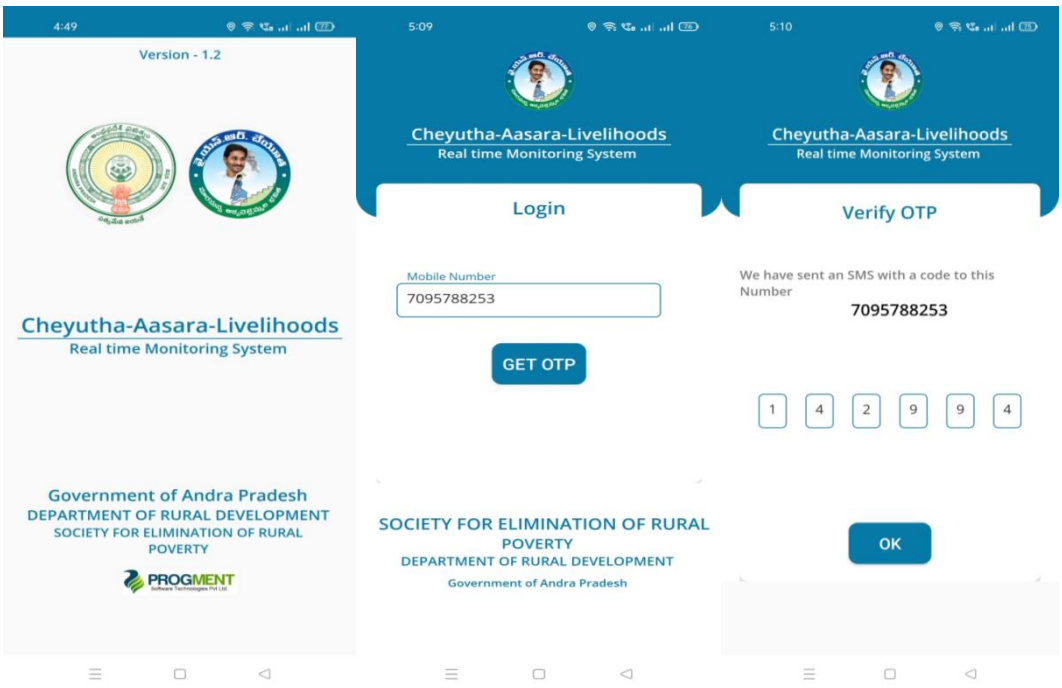
YSR Cheyutha is a unique welfare program to extend financial assistance Rs.75000/- in four phases to the women belonging to BC, SC, ST and Minority Communities who are in the age group of 45 — 60 years. Target of the group is approximately 25 lakh women beneficiaries for creating access to enhanced livelihood opportunities, income generation and wealth creation at the household level, on a sustainable basis leading to better standards of living.

For promoting YSR Cheyutha livelihoods collected options from the beneficiaries, those who are willing to opt for the specific livelihood activity. SERP has entered MoU with Multinational companies like HUL, ITC, P&G, Reliance, Amul, Mahindra &Kheyti, Ajio Textiles, GVK, Gain, NIINE to promote Livelihoods. The beneficiaries details who are taken up livelihood activity will be captured in this “Cheyutha – Aasara Livelihoods APP”

B. Login Screen:

a) Enter mobile number of CC/VOA mapped with Village secretariat and click on GET OTP

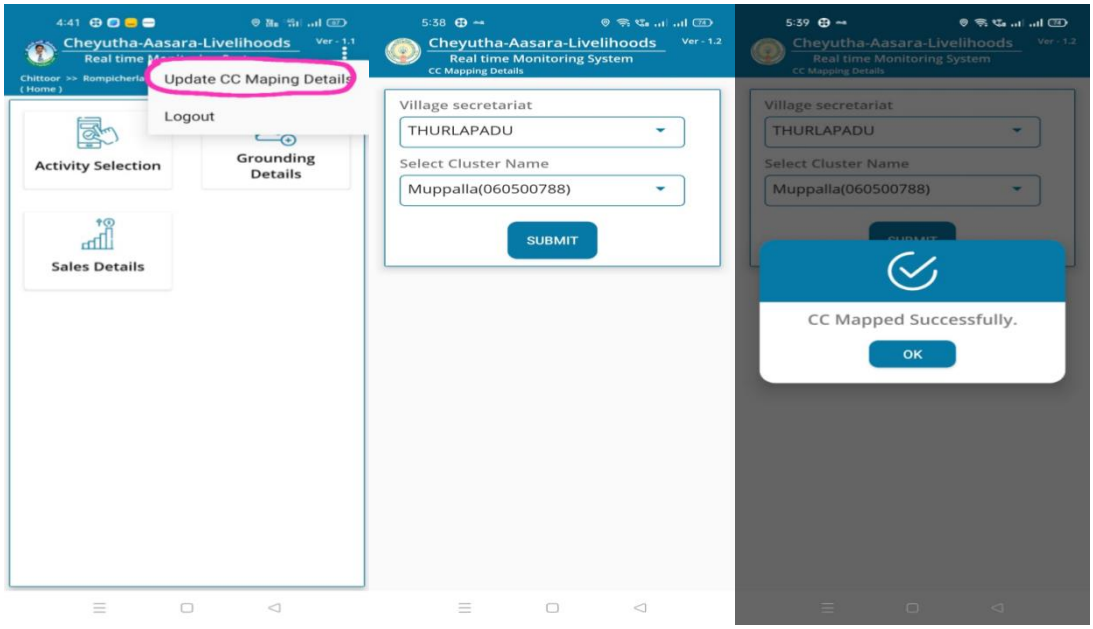
b) Enter OTP received in mobile Inbox and click on OK.



C) After VOA Login If VOA not mapped with CC shown as below screen.

D) Select your village Secretariat and your cluster, click on submit button. It shows CC mapped successfully and clicks on OK button. Then it will redirect to Home screen.

E) Map village Secretariat and your CC (one time only).



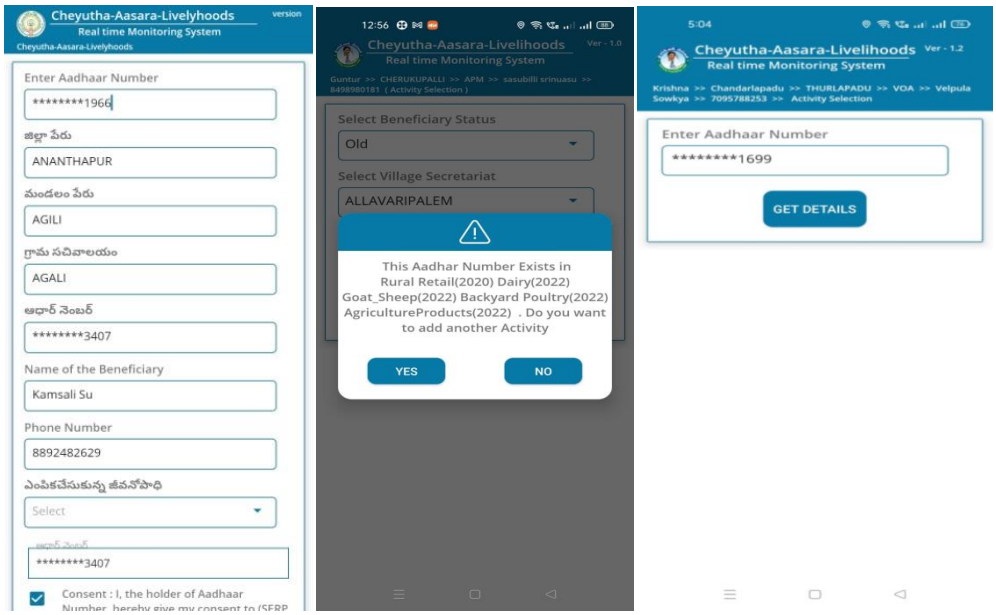
C. Home Screen:

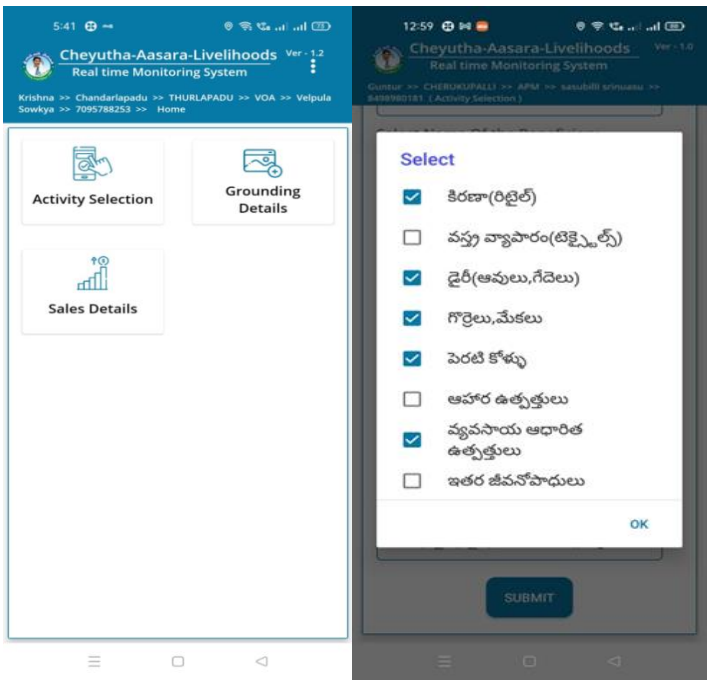
Activity Selection, Grounding Details, Sales Details these three modules shown in Home Screen.

i). Activity Selection:

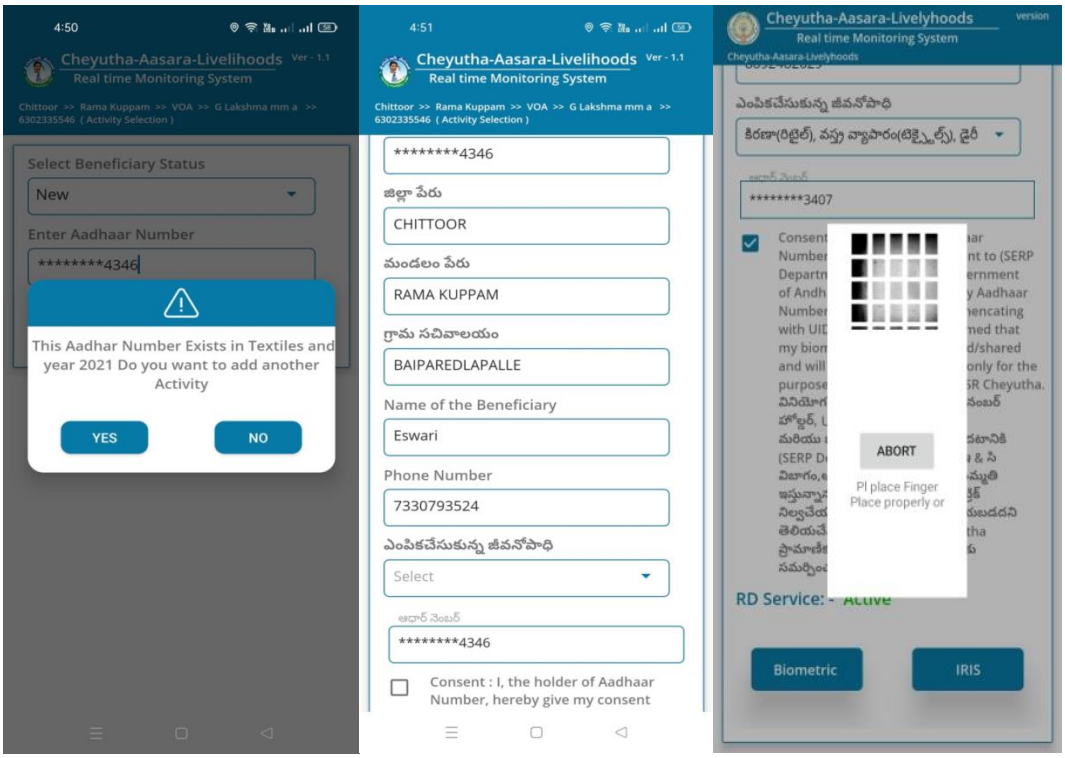
a) If you Select Activity Selection in home screen it will shown below screen.

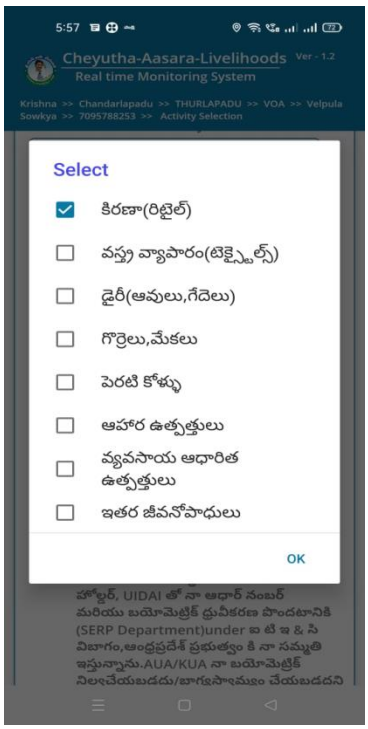
b) Enter Aadhar number and click on GET DETAILS, Beneficiary details shown as below and select Activity and submit.





c) Take Aadhar authentication for new Beneficiaries only and submit. Beneficiary Name will add in Grounding module and it will redirect to Home screen.

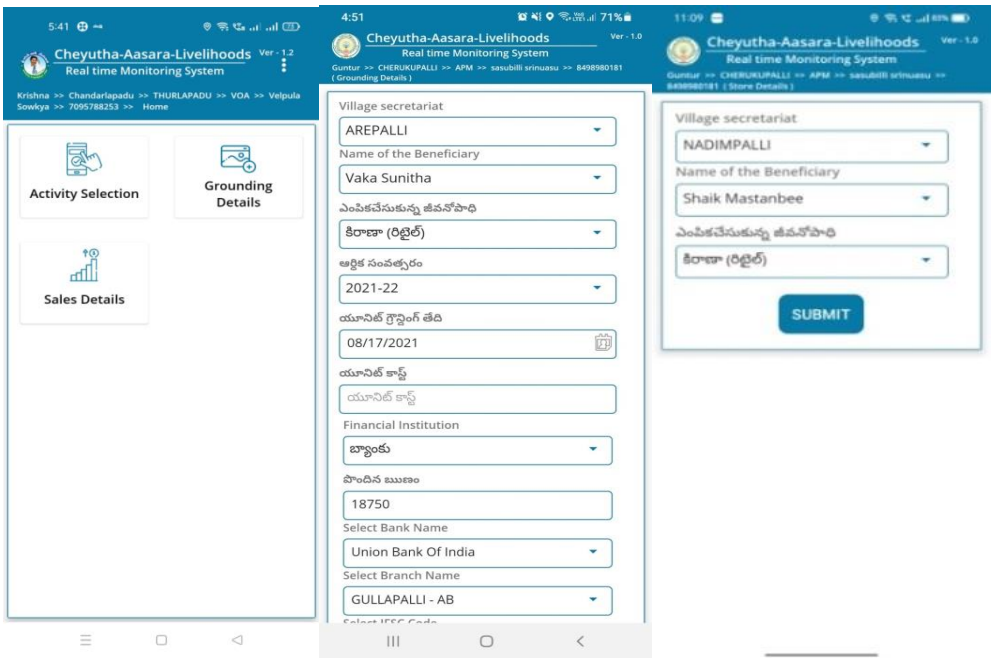




ii) Grounding Details:

1). Retail:

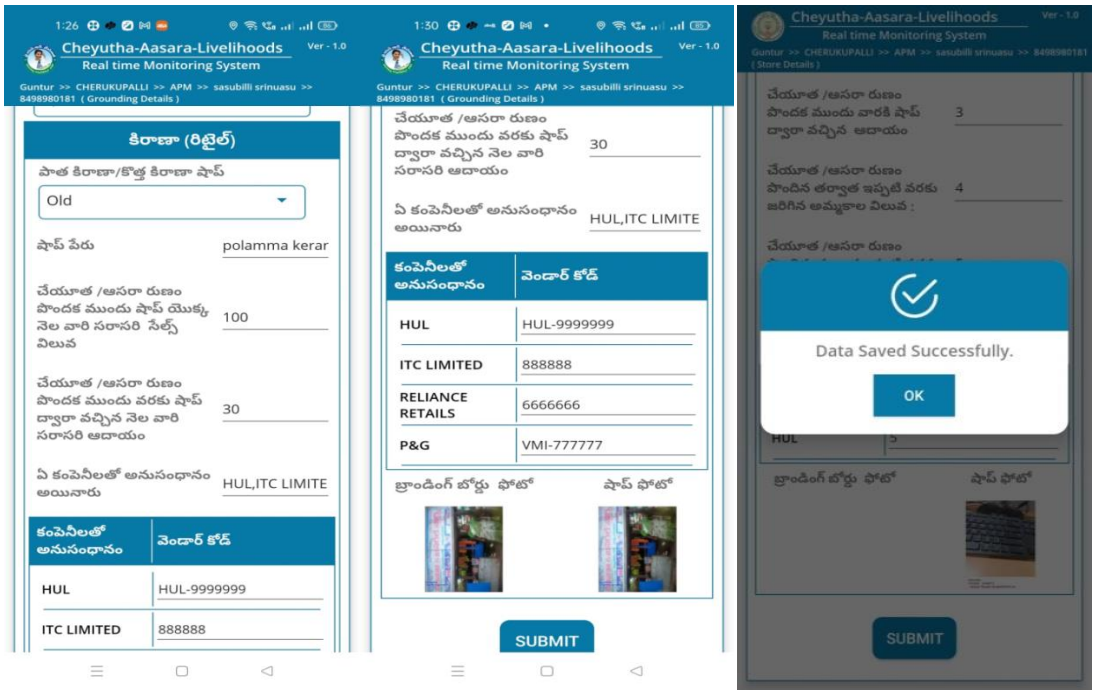
- Beneficiary opted Activity is Retail then follow the below procedure.
  a) Enter Year, Groundingdate, financial details.
  b) Enter shop Name.
  c) Enter Sales and Income before Cheyutha/Aasara.



d) Select Tie-up Company and Enter Vendor codes.

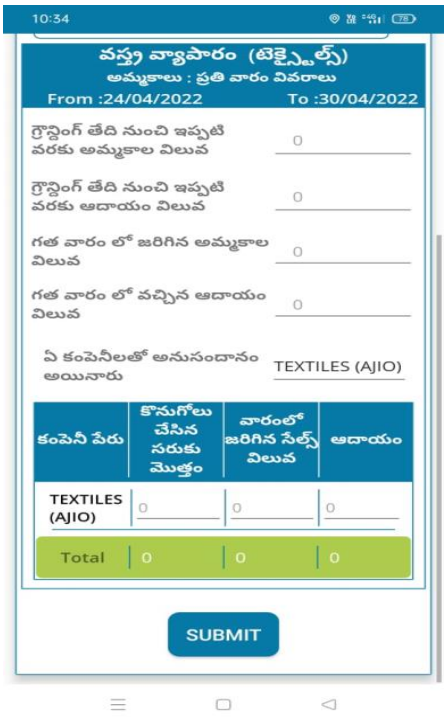
e) Capture Branding board and Shop photo

f) Check all details entered and click on Submit, shows Data saved successfully. Click on OK then redirect to Home page.

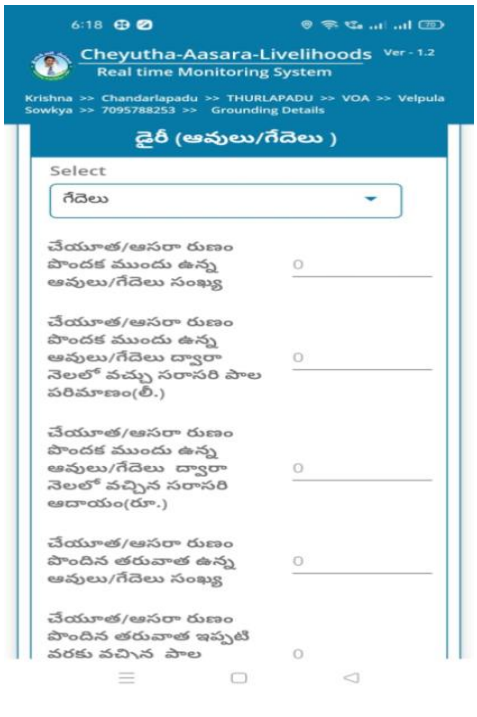


➢ As per the Retail store Other All activities in Grounding Module as follows

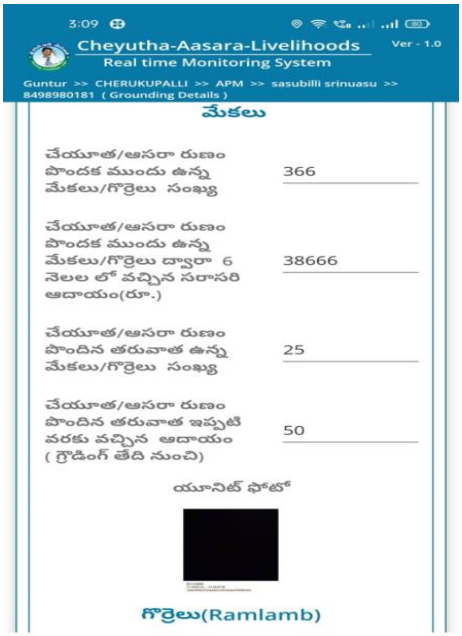
2) Textile



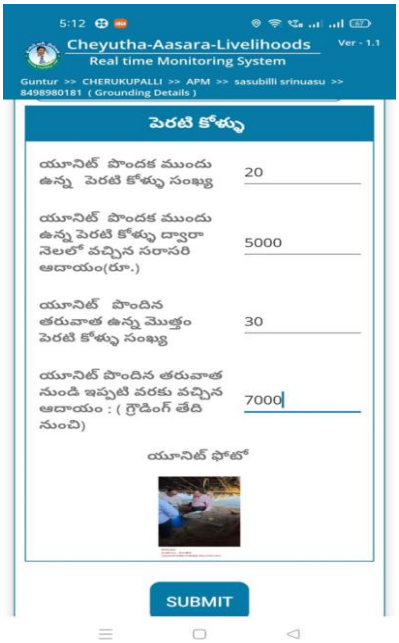
3) Dairy



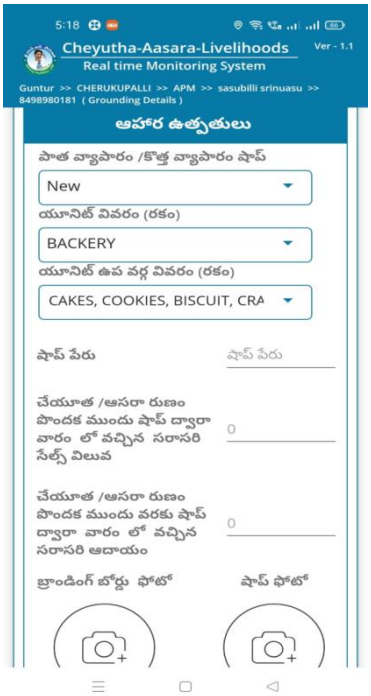
4) Sheep & Goat



5 Backyard Poultry



6) Food Products


Cheyutha-Aasara-Livelihoods
Ver - 1.1
Real time Monitoring System
Guntur >> CHERUKUPALLI >> APM >> sasubilli srinuasu >>
8498980181 (Grounding Details)
ఆహార ఉత్పత్తులు
పాత వ్యాపారం /కొత్త వ్యాపారం షాప్
New
యూనిట్ వివరం (రకం)
BACKERY
యూనిట్ ఉప వర్గ వివరం (రకం)
CAKES, COOKIES, BISCUIT, CRA
షాప్ పేరు
షాప్ పేరు
చేయూత /ఆసరా రుణం పొందక ముందు షాప్ ద్వారా వారం లో వచ్చిన సరాసరి సేల్స్ విలువ
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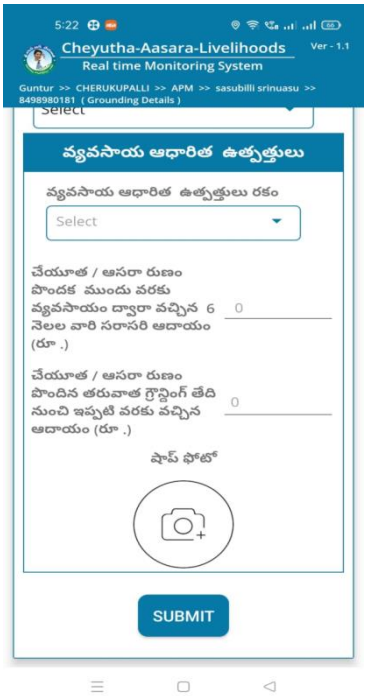
షాప్ ఫోటో

7) Agriculture Based Products


Cheyutha-Aasara-Livelihoods
Ver - 1.1
Real time Monitoring System
Guntur >> CHERUKUPALLI >> APM >> sasubilli srinuasu >>
8498980181 (Grounding Details)
వ్యవసాయ ఆధారిత ఉత్పత్తులు
వ్యవసాయ ఆధారిత ఉత్పత్తులు రకం
Select
చేయూత / ఆసరా రుణం పొందక ముందు వరకు వ్యవసాయం ద్వారా వచ్చిన 6 నెలల వారి సరాసరి ఆదాయం (రూ .)
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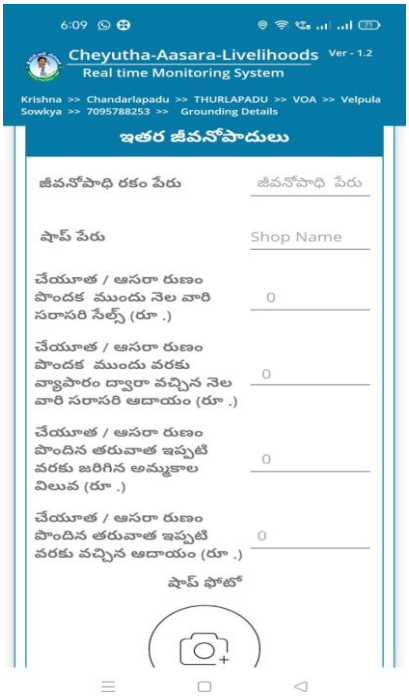
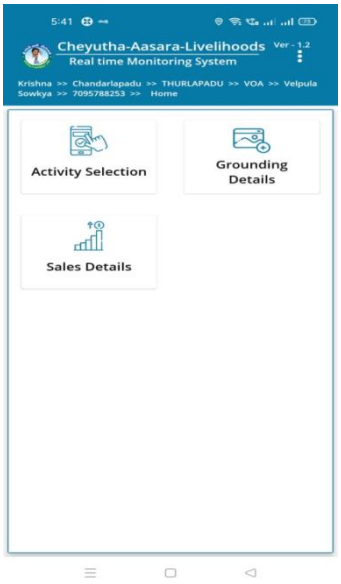
షాప్ ఫోటో
SUBMIT

8) Other Livelihood Activities



iii). Sales Details:

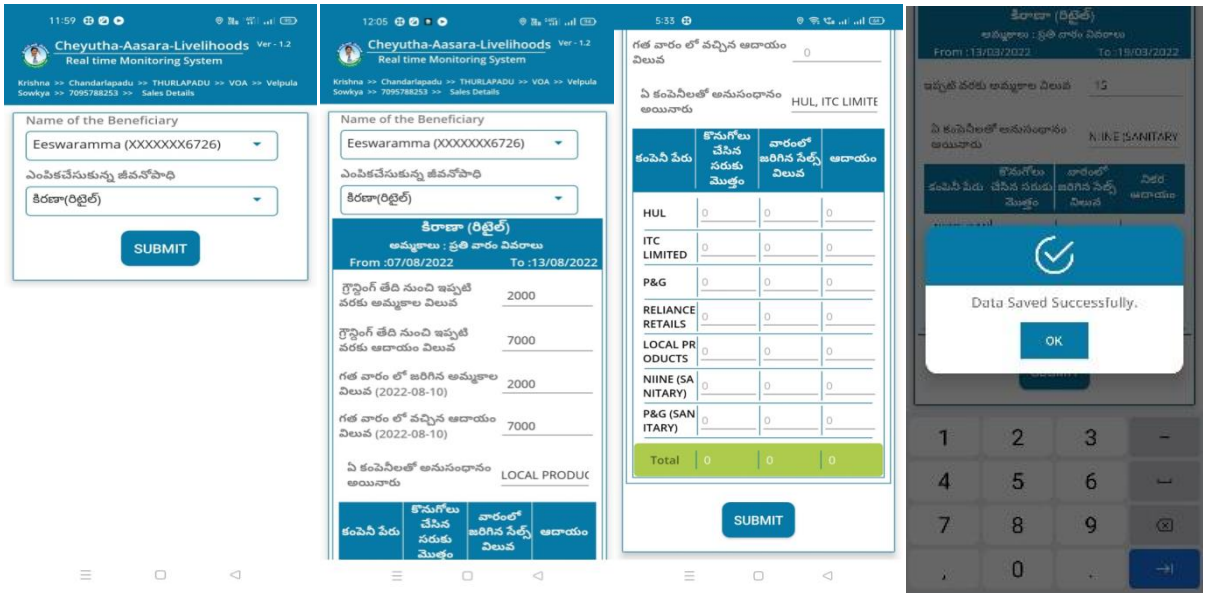
Selected Opted Activity in Activity selection module only shown in Sales Details.



1). Retail Store:

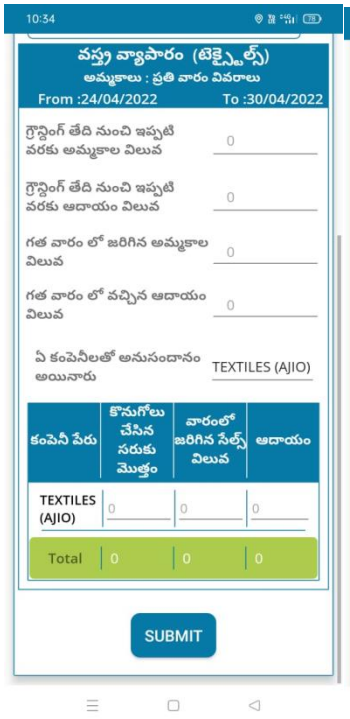
- IF Opted Activity is Retail then follow below procedure

a) All details will show As per Grounding Details.

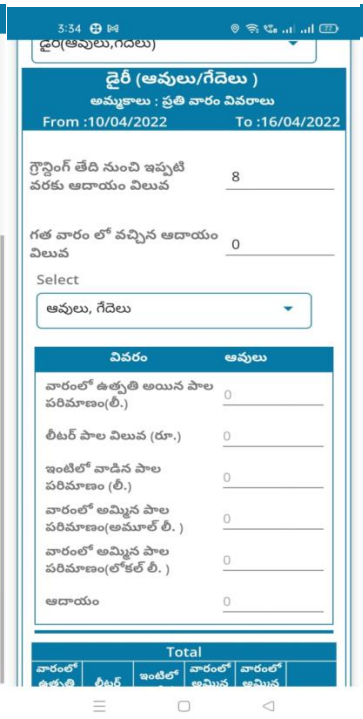


- As per the Retail store Other All activities sales Module as follows

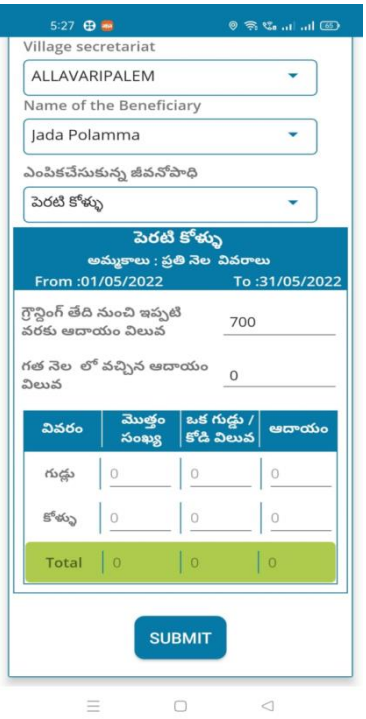
2) Textile



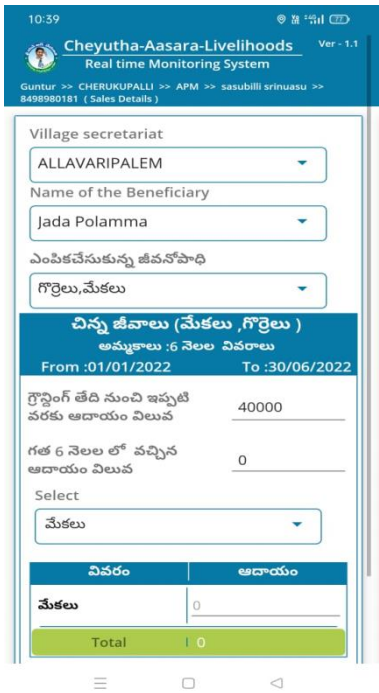
3) Dairy



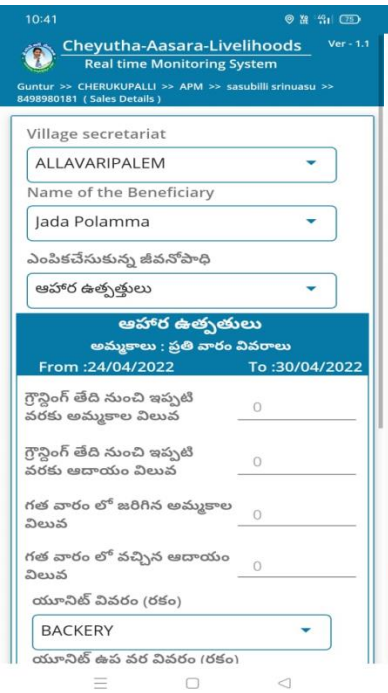
4) Backyard Poultry

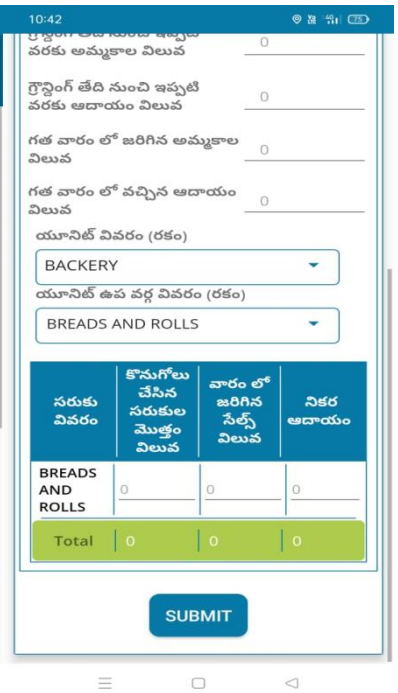


5) Sheep & Goat



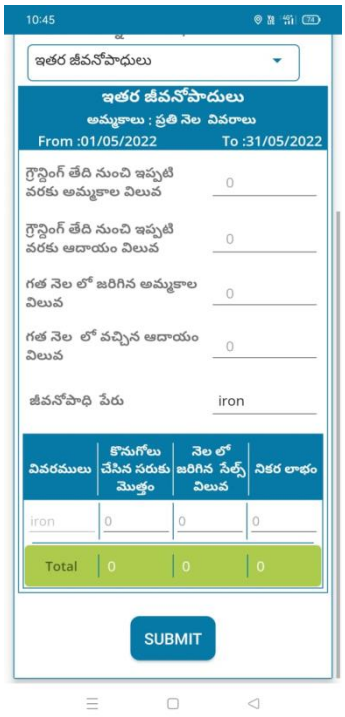
6) Food Products





7. Agriculture Based Products

8. Other Livelihood Activities

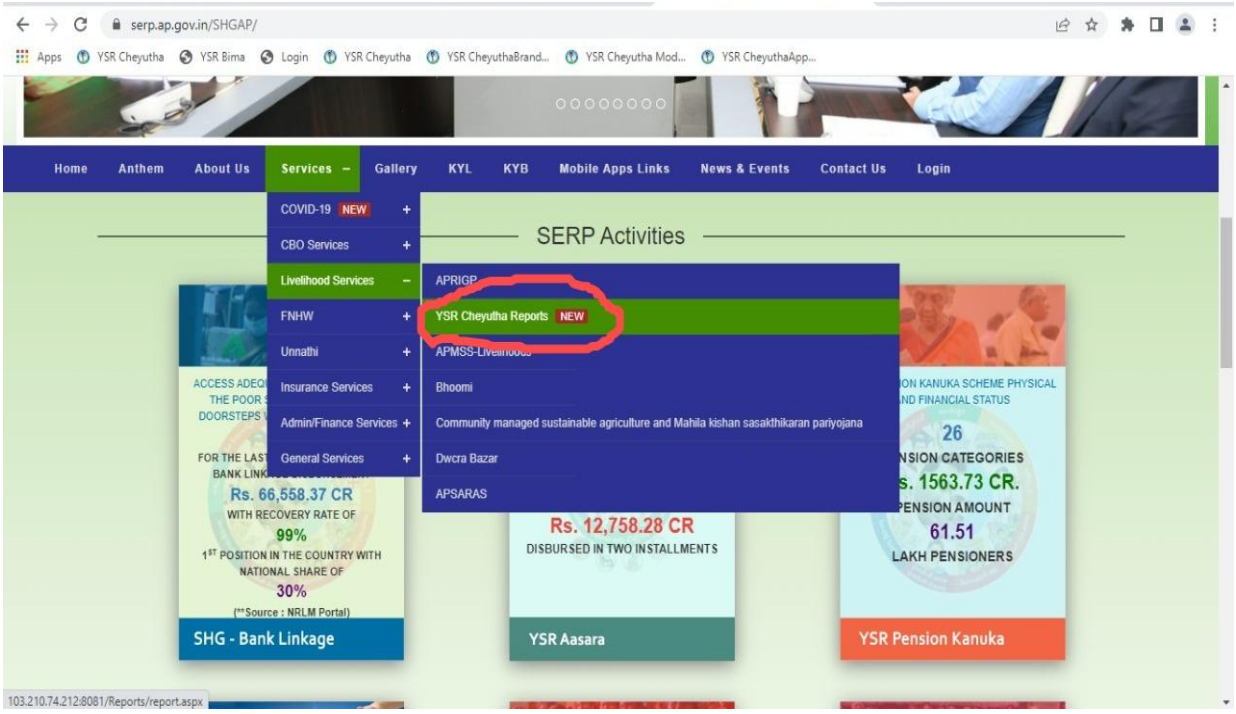


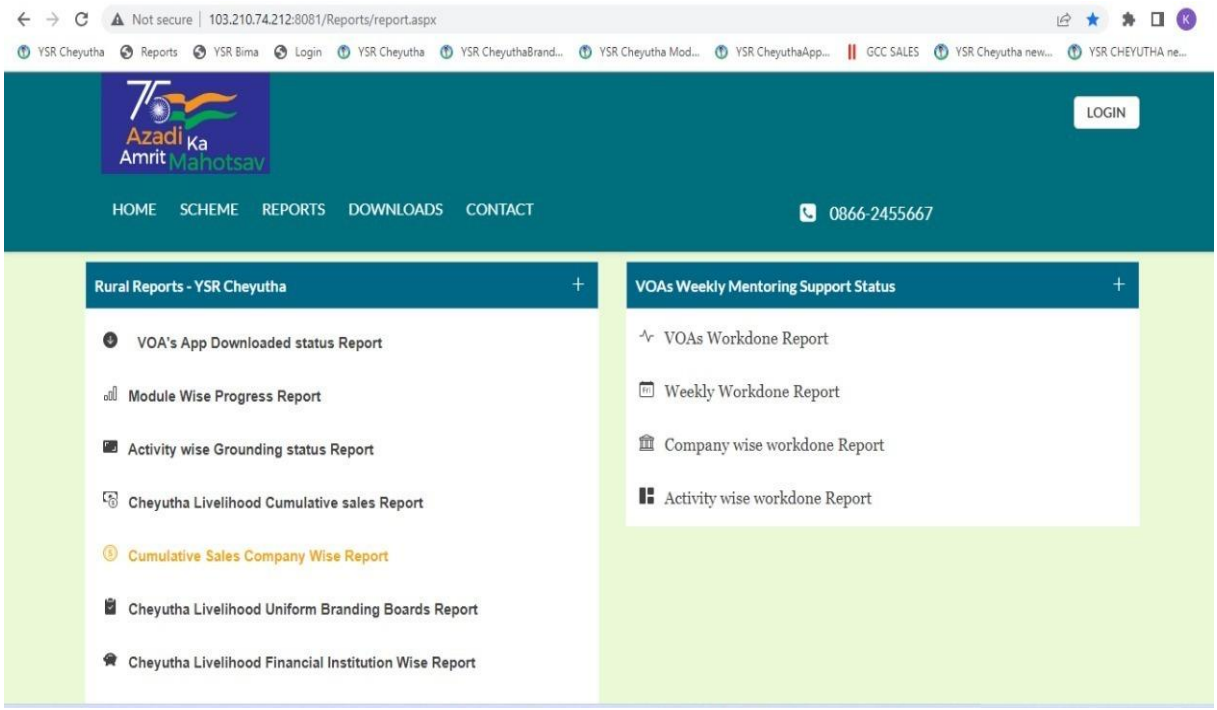
D.App Related Reports:

రిపోర్ట్స్:

ఈక్రిందివిధంగాచూసుకోవచ్చు

YSR Cheyutha - Aasara Livelihoods Activities Reports





B. RAJSEKHAR I.A.S
SPECIAL CHIEF SECRETARY TO GOVERNMENT